

WIC Client Education Video

Following WIC Rules, Using WIC Checks, and Shopping for WIC Foods

About the video

The video was developed to reduce the amount of staff time used to educate clients about following WIC rules, shopping for WIC foods, and cashing WIC checks. The work was driven by a request from the Client Services Redesign Workgroup (CSR) and by the need to update information.

Development of the video

The Food Delivery System Training Team (FDSTT) workgroup at the State WIC office determined the key points that should be covered in the video. Members of this workgroup asked clients about how they would prefer to receive check education, about formats for the video, and about the desired length of time. Based on client feedback, it was determined to make the video short and to the point, 10 minutes or less, and narrated.

Staff at the State WIC office produced the video. This entailed writing the script, arranging locations and talent, videotaping the shots, recording narration, and editing.

The video shoot locations were the Community Action Council in Thurston County, the Thurston County Health Department, Franciscan Health Systems in Lakewood, and Top Foods in Olympia. Real WIC staff and store staff were used for the video, in addition to a former WIC employee with her children and a State staff person with her nephew. A WIC trainer was the narrator.

Testing the video's messages

The FDSTT workgroup members tested the effectiveness of the video's messages with clients and gathered feedback from WIC staff. Staff from five clinics, and clients from four sites, were consulted. A prevailing trend of responses from this testing helped determine the needed revisions.

Online and translated versions

The video is available to view from the WA State WIC Program's website in captioned and non-captioned versions, and will be translated into other languages.

How to use the video

WIC staff will cover the key points of WIC rules and check education with clients. The video will be used to reinforce messages and to fill in the pieces staff may not have been covered verbally with the client.

Key points of WIC rules

WIC staff are required to verbally cover the key points about WIC rules with clients. The key points are all of the bulleted items listed under point “3” of the Rights and Responsibilities form (“by signing this form I agree”).

1. All information I give WIC is true. WIC staff can check any of this information.
2. I will report any changes in my income, family size, or eligibility for Medicaid, Basic Food Program, or TANF (Temporary Aid for Needy Families).
3. I will follow the WIC Program rules listed on this form (Rights and Responsibilities). If I break these rules I understand:
 - I or my child can be taken off WIC for up to one year.
 - I can face legal charges.
 - I will have to pay money back to the program for the foods or formula I should not have received.
4. I give permission for WIC staff to take my, or my child’s height and weight. I allow WIC staff to take a small amount of blood to check my, or my child’s iron level. I understand this information is needed to help determine WIC eligibility.
5. I understand my rights and responsibilities for being on the WIC Program.

The 6 Key Points of Check Education

Although providing complete check education is best, the 6 key points of check education can be used when time with clients is limited.

1. Use your checks only at the store that is listed on your check.
2. Use the checks during the appropriate times (first and last date to use).
3. Buy the approved WIC foods" (type and amount listed on the check)
4. The person who signs at the clinic must be the same person to sign at the store. (Indicate where and when to sign.)
5. Separate the foods from the other foods you are purchasing & according to each check.
6. Tell the checker, "I'm using a WIC check".

When using the 6 key point method of check education, make sure clients are aware of resource tools where they can locate more information.

Resource and education tools

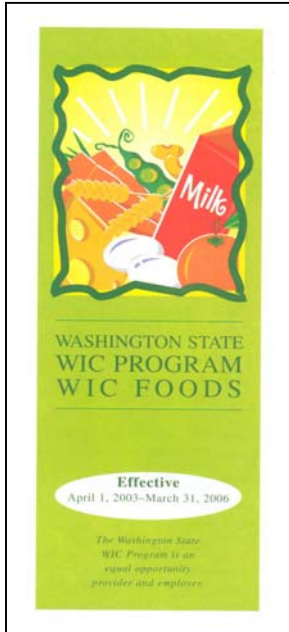
A variety of tools have been developed to help clients understand how to follow WIC rules, shop for WIC approved foods and properly use WIC checks. Make sure clients are informed where to locate additional information.

These tools include:

- WIC Foods Brochure
- Back of WIC check
- WIC Appointment folder
- WA State Department of Health WIC program website
- Shelf talkers
- Rights and Responsibilities form

WIC Foods Brochure

The WIC Foods Brochure offers a pictorial view of the approved WIC foods. The photos help clients recognize the correct foods to buy. Non-approved products are also identified. The back of the brochure provides a list of steps for using WIC checks.



Encourage clients to keep the brochure with their checks for an easy reference.

Remind clients that they can ask grocery store staff for help finding the WIC approved foods, and can call the WIC clinic if they have questions.

The brochure has been translated in Spanish, Russian, Vietnamese, Somali, Chinese, Arabic, Cambodian, and Korean.

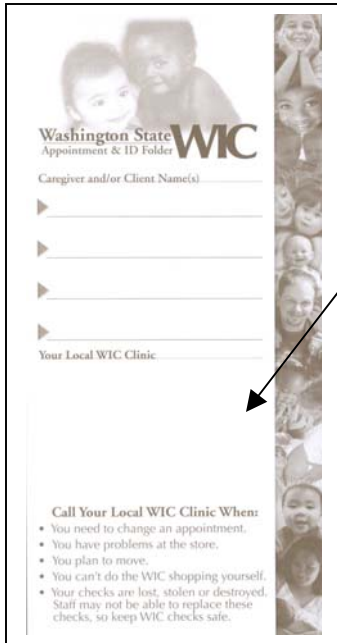
The Back of the WIC Check

The back of the WIC check can be a good place to clarify some information about WIC approved and non-approved foods. It is a quick reference place for experienced WIC clients as they shop.

| | |
|--|---|
| CEREAL - Plain only, NO Individual Packets | |
| Cheerios (plain or Multi-Grain) | Life (plain) |
| Chex - Corn, Rice or Wheat | Post Grape Nuts |
| Kellogg's Corn Flakes | Post Grape Nut Flakes |
| Kellogg's Special K (plain) | Cream of Wheat (hot-plain only) |
| Kix (plain) | |
| JUICE - Unsweetened, Vitamin C fortified, NO Cocktails | |
| <u>10, 11.5, or 12 oz. Frozen</u> | <u>46 oz. Cans or 46 oz. Plastic Bottles</u> |
| Apple: Seneca (red label) | Apple: Tree Top (green label) |
| Tree Top (green label) | Grape: Welch's 100% purple or white |
| Grape: Welch's purple, white, or blends (yellow lid/pull tab) | Grapefruit: Teksun Ruby Red Grapefruit |
| Grapefruit: Minute Maid with Calcium | Orange: Teksun |
| Orange: Minute Maid | Pineapple: Dole 100% Juice |
| Pineapple: Dole 100% Juice (plain) | Vegetable: V-8 100% Vit. A, C & E (blue lid) |
| CHEESE - NO Canned, Service Deli, Flavored, Imported, Sliced, Shredded, or Grated | |
| Cheddar (yellow or white; medium, mild, or sharp) | Mozzarella |
| Kraft Deluxe American (unsliced, blue box) | String Cheese (white; singles or bags) |
| Monterey Jack (plain) | Swiss |

WIC Appointment Folder

The WIC Appointment Folder provides the client with a wealth of information from the WIC clinic phone number to information about WIC checks. Please make sure to point out helpful areas to the client.



The front of the WIC Appointment Folder features a header with a photo of a family and the text "Washington State WIC Appointment & ID Folder". Below this is a section for "Caregiver and/or Client Name(s)" with four lines for writing. Further down is a section for "Your Local WIC Clinic" with a line for writing. At the bottom, there is a section titled "Call Your Local WIC Clinic When" followed by a bulleted list of circumstances. A vertical strip of photos of diverse children runs along the right edge of the folder.

Washington State WIC
Appointment & ID Folder

Caregiver and/or Client Name(s)

►
►
►
►

Your Local WIC Clinic

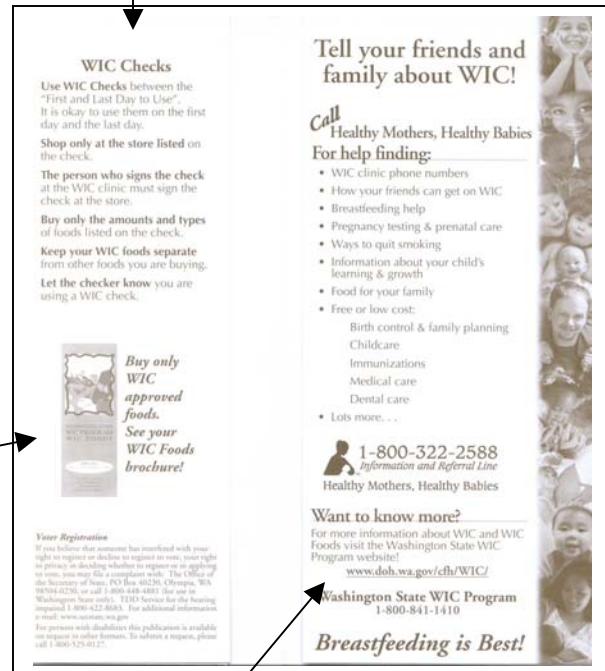
Call Your Local WIC Clinic When

- You need to change an appointment.
- You have problems at the store.
- You plan to move.
- You can't do the WIC shopping yourself.
- Your checks are lost, stolen or destroyed. Staff may not be able to replace these checks, so keep WIC checks safe.

Make sure your clinic name, address and phone number are stamped here.

Show clients where they find the WIC check information.

Encourage clients to keep The WIC foods brochure with them in the folder to refer back to when shopping.



The back of the WIC Appointment Folder is divided into two main columns. The left column contains information about WIC checks, including instructions on how to use them, where to shop, and how to keep them safe. It also includes a small image of a WIC foods brochure. The right column is titled "Tell your friends and family about WIC!" and lists various services offered by the WIC program, such as pregnancy testing, prenatal care, and food for the family. It also provides contact information for the Washington State WIC Program, including a phone number and a website. At the bottom, it says "Breastfeeding is Best!"

WIC Checks

Use WIC Checks between the "First and Last Day to Use". It is okay to use them on the first day and the last day.

Shop only at the store listed on the check.

The person who signs the check at the WIC clinic must sign the check at the store.

Buy only the amounts and types of foods listed on the check.

Keep your WIC foods separate from other foods you are buying.

Let the checker know you are using a WIC check.

Buy only WIC approved foods. See your WIC Foods brochure!

WIC Registration

If you believe that someone has interfered with your right to register or decline to register to vote, your right to privacy in deciding whether to register or in applying to vote, you may file a complaint with the Office of the Secretary of State, P.O. Box 40230, Olympia, WA 98504-0230, or call 1-800-448-4881 (toll free in Washington State only). E-mail: www.sos.wa.gov

For persons with disabilities this publication is available in request in other formats. To submit a request, please call 1-800-525-6127.

Tell your friends and family about WIC!

Call Healthy Mothers, Healthy Babies

For help finding:

- WIC clinic phone numbers
- How your friends can get on WIC
- Breastfeeding help
- Pregnancy testing & prenatal care
- Ways to quit smoking
- Information about your child's learning & growth
- Food for your family
- Free or low cost:
 - Birth control & family planning
 - Childcare
 - Immunizations
 - Medical care
 - Dental care
- Lots more...

1-800-322-2588
Information and Referral Line
Healthy Mothers, Healthy Babies

Want to know more?
For more information about WIC and WIC foods visit the Washington State WIC Program website!
www.doh.wa.gov/chi/WIC/

Washington State WIC Program
1-800-841-1410

Breastfeeding is Best!

Show clients where the Washington State WIC Program's web address is found.

WA State Department of Health WIC Program Website

The WIC approved food list, effective April 1, 2003 through March 31, 2006, is available on the WA State Department of Health WIC program website.

From the main WIC foods page, you can select any of the approved food categories to see a detailed listing of what you can and cannot get with WIC checks. The information posted on the website is consistent with the information found in the Retailer Handbook.

Show clients where they can locate the web address on their WIC Appointment Folder. The web address is: <http://www.doh.wa.gov/cfh/wic/>

Shelf Talkers

Most WIC stores identify WIC approved foods by placing a bright green “shelf talker” below the



food. The brand, name and size of the product are listed. Mention to the client that these tags are sometimes accidentally moved, so it's best to read the information on the tag when shopping.

Rights and Responsibilities Form

This form has detailed information about proper use of WIC checks and foods. Clients, or their caregivers, read and sign the form at each certification appointment, indicating that they understand and agree to follow the rules listed.

Since this form is considered a legal document and is used when prosecuting program violations, it is important for staff to verbally review this form with clients to make sure they are informed of the WIC rules; what is expected of them as participants, and what they can expect of WIC and store staff.

Rev. 8-2004